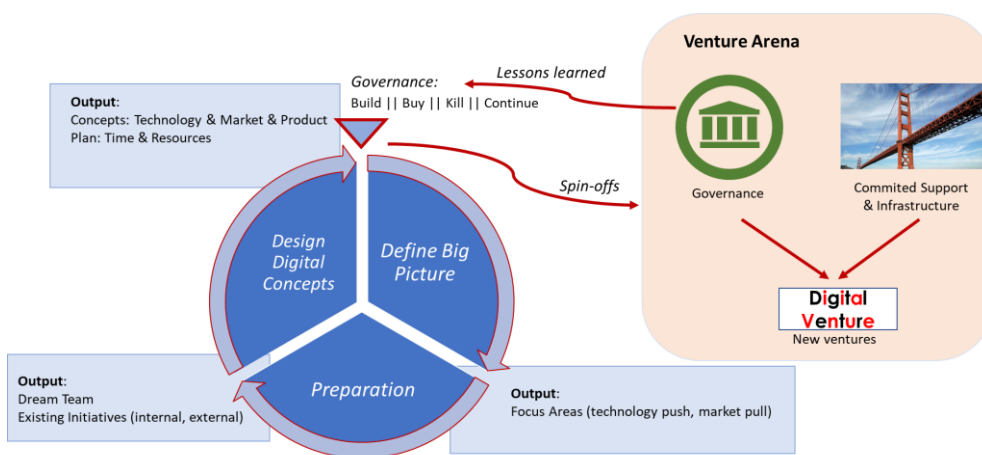


To Pick the Right Digital Seeds

New technologies challenge established structures and enable new opportunities, making the business landscape very difficult to overlook; disruptive offers and competitors can appear at any moment. By establishing a portfolio of innovative, fast-moving, ventures in focused areas, you are able to exploit new technology opportunities in the fast-moving, agile manner that today's business landscape requires.



To get new digital seeds to flourish is however a great challenge. Even if you are an experienced investor or an organization used to mergers & acquisitions, you probably have to rethink your approach. To understand HOW, evaluate our time boxed learning process for digital innovation.



A Time Boxed Learning Process for Digital Innovation

Define the Big Picture

Your investment team needs a common overview of your eco system: market trends, new entrants and (potential) changes in business logic. Even more important is to understand your (end-) customers in great detail; technology changes quickly, fundamental needs have a tendency to remain. The key output is what areas to focus on and why, i.e. how your focus areas relate to each other and to the overall picture.

How can you do this in three days? [Infobility Flight](#).

Preparation

Once you have decided what areas to focus on, preparations can commence: Internal and external initiatives / startups are mapped, necessary expertise is identified, and your Dream Team for the next phase is formed.

Design Digital Concepts

Information-based ("Digital") services and products need a rapid prototyping approach with the world as test bench; with the right cross-functional team (i.e. the Dream Team) new concepts within the identified focus

areas are created and tested, technology-, market- and product-wise.

Governance

Digital concepts created need to be evaluated by your investment team; if the idea holds up, a startup may be started or acquired, if not, the concept should be killed or investigated further in the subsequent process loop.

Venture Arena

New ventures, whether acquired or started, need a greenhouse to grow. In other words, the right infrastructure, necessary resources and professional governance. As well as other ventures to be inspired by.

Why a Time Boxed Learning Process?

Innovation and product development is not only about creating new offers, it is also about creating new knowledge. That is why digital innovation needs to be a perpetual cycle of learning and evaluation, trial and error. The time boxed approach enables efficiency, focus and the knowledge build-up that comes from iterative cross-functional work.